

M.Sc. Business Administration and E-Business Competency profile.

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The M.Sc. in Business Administration and E-Business is a full time, research based graduate programme at Copenhagen Business School.

An E-Business graduate will obtain a general understanding and knowledge of technology, business as well as legal issues pertaining to these areas. The graduate from E- Business at CBS will be able to perform specialist functions that require knowledge and skills based on the highest international research in business and information technology issues within the E-business area.

This will enable the student in planning, implementing, and evaluating digital solutions for a wide variety of business applications. All graduates will graduate with competence in basic programming and systems development, strategic and tactical tools for e-commerce, as well as EU Internet law and legal issues.

The programme's interdisciplinary focus entails that the graduate will be able to develop and communicate about IT solutions on the basis of scientific theories and methods within the technical-, business- and legal areas covered in the programme.

The E-Business programme aligns with the overall strategy of Copenhagen Business School with a particular emphasis on the increased role of organizational innovativeness, an entrepreneurial mind set as well as the links between the business and societal concerns.

Specifically, the M.Sc. E-Business Programme allows the students to gain the needed knowledge and competences to:

- Analyse a broad set of business practices and how information technologies may be utilized to further specific business goals
- Facilitate communication between technical and business/strategic units in an organization
- Analyse user, customer, as well as business needs for technology implementation or development
- Design IT architecture and develop information technology to support organisational processes or to satisfy user needs

- Evaluate IT products from organisational and user perspectives
- Collaborate in cross-disciplinary teams on IT innovation processes
- Communicate professionally about E-Business in English

As a basis for the above competencies, the successful graduate must engage in learning activities that deliver:

- An integrated core competency in programming and systems development, strategy for E-Business, and EU Internet law
- A solid understanding of contemporary issues regarding digitalization and the global marketplace facilitated by IT
- A solid foundation in academic analysis and interdisciplinary research methods, as they pertain to technical and development aspects of IT implementation, innovation, and use, IT strategy, IT case law as well as policy aspects pertaining to the implementation, innovation, and use of IT
- An up-to-date knowledge of new IT phenomena (and their current and future use in a variety of business settings)
- A critical mind-set that allows the graduate to identify useful methods and theories for the analysis of IT related opportunities and challenges
- An entrepreneurial approach to innovation within the field of IT
- An ability to work in a team-based, project-oriented and process-oriented manner